

Aruna

## LETTER-EMAIL ACTION PACK PROMOTE & FUNDRAISE

**\$25 = 25 NEW FUTURES**

If each 2018 Aruna Run participant raises \$25, it can enable us to free, empower, and employ 25 women over the next year.

### THAT IS A POWERFUL, LIFE-CHANGING STORY TO BE A PART OF!

To help inspire your friends and family to give to your campaign, we've created an email/letter template you are welcome to personalize and send out. Or you can simply use it as inspiration to create your own.

If sending an email, include a link to your personal Aruna Run CrowdRise fundraising page so interested folks can quickly and easily make a donation to your campaign. If sending a letter, include directions on where to mail a donation check as well as the URL for your personal CrowdRise fundraising page.

Feel free to include photos (ours or yours!) and personal stories.

Personalize, Send,  
Reply!

## LETTER/EMAIL SOLICITATION TEMPLATE

Hi [Name],

On [Date], I will be running/walking in the [City] Aruna Run 2018 for [Name of woman you are running for] who is enslaved in the brothel system in Mumbai, India. I am raising money to help the Aruna Project bring and sustain freedom to as many women like [NAME] as possible. I would love for you to join me in being a part of these women's freedom stories by making a donation to my fundraising campaign.

I chose this run because I believe in the mission of the organization behind it - the Aruna Project. A non-profit, international human rights organization, the Aruna Project hosts races all across the country in order to free, empower, and employ sexually enslaved women in one of India's largest red light districts. You can learn more at [www.ArunaProject.com](http://www.ArunaProject.com).

And I am not the only one who believes in the change the Aruna Project is working to create. NFL linebacker Vinny Rey explains why he and a growing number of other celebrities are choosing to get involved and run for these women's freedom (click [HERE](#)).

The impact that we can have together is exciting to consider. Women's lives have been forever changed and transformed as a result of previous Aruna Runs (click [HERE](#)). With your help, the [City] Aruna Run will have the greatest impact of all.

My personal fundraising goal is [Amount] - would you consider making a donation to help me reach it? Any amount is helpful and appreciated. Donations can be made online through my personal fundraising page:

[Insert personal CrowdRise fundraising link]

The best part is that all race costs are covered by local sponsors, so 100% of your donation goes directly to the Aruna Project to help free, empower, and employ.

Thanks so much for your support!

[First Name]